

## SUMMARY

Triyas Ayu Lestari, Study Program of Public Administration, Faculty of Administration Science, University of Brawijaya Malang. "The Development of Bedul Mangrove Ecotourism in Banyuwangi Regency" (Study at Sumberasri Village of Banyuwangi Regency). Promotor: Drs. Heru Ribawanto, MS. Co-Promotor: Dr. Abdullah Said, M.Si.

The development of tourism in Indonesia is blossoming dramatically and has provided great contribution to the development of national economic. One of the currently developing tourist resorts is Mangrove Ecotourism in Banyuwangi Regency. Because tourism development is an important initiative, therefore, Mangrove Ecotourism must be reasonable to be developed as a tourism potential. The local government has cooperated with the community of immediate village to manage this potential. This cooperation is aimed to develop mangrove region and to increase the participation of the community of Sumberasri Village.

This research is a study about "The Development of Mangrove Ecotourism in Banyuwangi Regency". Therefore, it is expected that this research will provide a description about the development of mangrove ecotourism in Banyuwangi Regency if it is reviewed from potential, tourism promotion and community participation. Method of research is qualitative. Data collection technique includes interview, observation and documentation study. Data analysis technique is using data analysis method suggested by Miles, Hubberman and Saldana (2013).

Result of research indicates that the development of mangrove ecotourism in Banyuwangi Regency is not yet implemented optimally because the participant community does not yet utilize the existing potentials of Bedul Mangrove Ecotourism region because there are factors supporting and constraining the implementation of development of Bedul Mangrove Ecotourism.

Keywords: Development, Mangrove Ecotourism, Community Participation